

JOB DESCRIPTION

JOB TITLE: Health Educator II

GRADE: 17

JOB CODE: 2809

EST. DATE: 7-1-06

GENERAL FUNCTION: Under direction of the Health Education Coordinator or Health Education Director performs work of considerable difficulty within the Local Health Department by planning and implementing a comprehensive public health education program for staff, individuals, groups, and communities in order to promote healthy lifestyle choices and to reduce health risks. Collects data necessary for planning and implementing health education programs. Assists in the evaluation of health education programs and prepares written reports of findings.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

Participates in the identification of community health needs.

1. Utilizes various methods and tools to assist in conducting a community assessment and to identify and establish priorities of health issues.
2. Participates in the collection of information regarding health issues within the community.
3. Utilizes computer skills to access on-line databases for health information, including Kentucky health indicators and data, such as the Behavior Risk Factor Surveillance System (BRFSS), Youth Behavior Risk Factor Surveillance System (YBRFSS), annual Kentucky health reports, etc.
4. Demonstrates awareness of available community resources.
5. Participates in conducting health screenings, as assigned.

Participates in health education program planning.

1. Demonstrates knowledge of curriculum design.
2. With minimal guidance selects, develops, utilizes and evaluates health education curriculum.
3. Assists in the analysis of health data using appropriate methods, as indicated.
4. Participates in the development of goals and objectives and plans for group program implementations in order to promote health education in the community.
5. Participates in the coordination of community health activities, such as health fairs, etc.
6. Participates in the development and provision of in-service education to staff, teachers, volunteers and other community groups.

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Promotes positive health behaviors and works to reduce or eliminate health risk behaviors.

1. Provides services according to the guidelines set by the Public Health Practice Reference/Administrative Reference (PHPR/AR).
2. Works with members of the community to establish working relationships and is familiar with available community resources and community partners.
3. Compiles statistical information for health program needs and assists with the analysis of data to determine need for health education.
4. Gathers health information for the public relative to the specialized program to which assigned.
5. Distributes health education materials by a variety of methods.
6. Establishes working relationships with the community, work industry and school system personnel to promote the development of health promotion and prevention.
7. With direction of the supervisor teaches appropriate aspects of health education in the work, community and school settings.
8. Exchanges information with various organizations and agencies concerning the health needs of the county, district or community either informally or through formal presentations. Arranges for resource personnel, as necessary.
9. Assembles materials to be utilized in health education program presentations.
Assembles visual aids, printed and art materials. Takes photographs that can be used in health educational activities. Prepares materials for health education tape/slide presentations. Prepares exhibit materials for special projects.
10. Utilizes selected educational methods and materials that are appropriate to the language, culture, reading level and needs of the targeted audience. Utilizes instructional equipment and other instructional media effectively.
11. Writes public service announcements (PSA) for the newspaper, radio and television. Submits written material to assigned supervisor for approval.
12. Determines working contacts with radio, television and newspaper personnel.
13. Assures that educational information and materials are up to date, accurate, reliable and of importance to the community members and LHD staff.
14. Demonstrates a working level of understanding cultural competency, learning readiness, adult learning theory and group dynamics.
15. Participates as a team member, having a working understanding of the team process. May provide guidance to beginning health educators in the agency.
16. Refers to supervisor as needed.

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Documents services provided in a professional manner and maintains confidentiality.

1. Demonstrates an awareness of Health Insurance Portability and Accountability Act (HIPAA) and Occupational Safety and Health Administration (OSHA) guidelines.
2. Utilizes and accurately documents services on the Community Reporting Form (CH-48), Community Action on Tobacco Evaluation System (CATALYST) Reporting Form and Healthy Start Reporting Form, as appropriate.
3. Utilizes the Patient Services Reporting System (PSRS), as indicated.

Participates in the health education evaluation process.

1. Distributes group evaluation forms.
2. Assists the program presenter in evaluating program effectiveness.
3. Completes self-evaluation of presentation skills and identifies needs for improvement.
4. Prepares written report of evaluation findings, as directed, and submits to supervisor for review.

Communicates effectively both in writing and orally, including documentation, record keeping and correspondence.

1. Uses appropriate communication strategies to affect positive health outcomes.
2. Selects a variety of communication methods and techniques to communicate health education information.
3. Listens to others and shares knowledge in a non-judgmental manner.
4. Presents health information in an objective manner, respecting diverse opinions of the targeted audience.
5. Utilizes various strategies for dealing with controversial health issues.

Practices with professionalism and accountability as employee of the local health department.

1. Adheres to local health department attendance and punctuality policies.
2. Organizes, prioritizes and provides services in a timely and cost-effective manner.
3. Prioritizes work assignments to accomplish job tasks.
4. Practices fiscal responsibility through timely correct coding of employee time sheet, Community Reporting Form and other forms as appropriate to assignment.
5. Adheres to the health educator code of ethics.

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Develops and implements a plan of continued professional growth and development.

1. Reviews technical literature and attends meetings and training sessions to keep abreast of scientific, educational and medical developments in health education that may enhance the effectiveness of state, district, or county public health education methodology and strategy.
2. Attends job related training, including National Incident Management System (NIMS), OSHA and other annual updates.
3. Considers Certified Health Education Specialist (CHES) certification. Participates in continuing education offerings provided by the local or state agencies, as appropriate to position.

Demonstrates a commitment to a healthy and safe work environment.

1. Follows established federal, state or local policies, procedures and programs relating to health and safety in the workplace.
2. Takes steps to promptly correct hazardous conditions.
3. Regularly participates in training and education in safety practices and procedures, such as annual OSHA training.

Participates in the Local Health Department's Bioterrorism and Disaster Preparedness activities.

1. Is aware of general contents of agency's Emergency Operations Plan.
2. Identifies role in Emergency Preparedness and Response.
3. Identifies agency's chain of command and management system for emergency response.
4. Participates in Bioterrorism and Emergency Preparedness drills.

SUPERVISION RECEIVED: Functions with limited supervision with alternating periods of relative autonomy and general review. Supervisor plays substantial role in setting objectives and organizing work.

SUPERVISION EXERCISED: May serve as a working supervisor or lead person for health educators and/or support staff, as assigned.

JOB SPECIFICATIONS:

Knowledge:

- Good knowledge of the effect that biology, lifestyle, environment and personal health care delivery system have on the health status of community members.
- Knowledge of data collection and evaluation techniques appropriate to the identification and definition of health education program needs.

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- Knowledge of educational program development, as it relates to the preparation of health education displays, lectures, written material, and classroom programs.
- Good knowledge of assessment and evaluation tools used to evaluate the needs and subsequent effectiveness of a health education program.
- Good knowledge of the standard procedures and services of the local health department.
- Good knowledge of the organization and functions of official and voluntary health agencies.
- Good knowledge of the basic concepts of physical and mental health.
- Knowledge of the availability and accessibility of community and public health resources.
- Considerable knowledge of the role of health workers of various disciplines.
- Considerable knowledge of oral and written communication techniques.
- Good knowledge of audio-visual production techniques.
- Good knowledge of the procedures for developing and preparing news releases, feature stories, and/or scripts.

Skills:

- Good skill in identifying and evaluating the community health needs and the resources available.
- Good skill in the preparation and use of educational literature and audio-visual aids.
- Good skill in making oral presentations in instructional programs.
- Good skill in communicating effectively with the general public.

Abilities:

- Good ability to utilize computerized health information retrieval systems.
- Good ability to develop cooperative working relationships with other service providers, community members and to function well as a team member.
- Good ability to assess and evaluate the needs and subsequent effectiveness of a health education program.
- Working ability to apply individual or group process methods, as appropriate, to learning situations.
- Good ability to disseminate and interpret to the community timely information on health status, health prevention, health maintenance, and entrance into the health care delivery system.
- Working ability to develop effective professional working relationships with school system personnel, community organizations, media personnel, etc.

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- Good ability to assist in the organization and coordination of health education events and activities.
- Ability to plan and implement appropriate health education changes, improvements and/or new health education programs.
- Working ability to supervise, coordinate, and/or provide consultation to less experienced health educators.

MINIMUM EDUCATION, TRAINING AND EXPERIENCE REQUIREMENTS:

A Master's Degree from an accredited college or university with a major in Health Education or Community/Public Health Education. One (1) year of experience in public health education required.

OR

A Bachelor's degree from an accredited college or university with a major in health education, public/community health, or school health education. Two (2) years of experience in public health education required.

NOTE: New classification as of 7-1-06.

The intent of this job description is to provide a representative summary of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.